

## CLAIMS

1. A method of reducing bitterness of a brewed fermented malt beverage which comprises adding to said fermented beverage juniper berry oil in an amount below the threshold of taste.
- 5 2. A method according to claim 1, wherein said juniper berry oil is added during aging.
- 10 3. A method according to claim 1, wherein said juniper berry oil is added following aging and before packaging.
4. A method according to claim 1, wherein said juniper berry oil is added as an extract.
5. A method according to claim 3, wherein said juniper berry oil is added as fresh or dried berries which are removed prior to packaging.
- 15 6. A method according to claim 1, wherein said juniper berry oil is added to said malt beverage in an amount of about ~~0.010 ppm to 0.350 ppm~~ of said malt beverage.
7. A method according to claim 6, wherein said juniper berry oil is added to said malt beverage in an amount of about 0.015 ppm to 0.070 ppm of said malt beverage.
8. A fermented malt beverage produced according to the method of claim 1.
- 20 9. A fermented malt beverage containing juniper berry oil in an amount below the threshold of taste.

10. A fermented malt beverage according to claim 9, wherein said juniper berry oil is present in an amount of about 0.010 ppm to 0.350 ppm of said malt beverage.

11. A fermented malt beverage according to claim 10, wherein said juniper berry oil is present in an amount of about 0.015 ppm to 0.070 pm of said malt beverage.